

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 10644 150927Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----065111 151035Z /23

R 150825Z JUL 77

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9391

UNCLAS TOKYO 10644

FOR OIM/CHAPMAN

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: PROPOSED COMBINED MARKET PROMOTION CONTRACT

1. RE CHAPMAN/BORROWMAN LTR OF JUNE 23, EMBASSY FEELS STRONGLY THAT TOKYO SHOULD NOT BE INCLUDED IN THE PROPOSED CENTRALIZATION OF A MARKET PROMOTION CONTRACT WITH A MAJOR U.S. COMPANY HAVING BRANCHES IN EUROPEAN TRADE CENTER CITIES AND TOKYO. IT MAY WORK WELL FOR EUROPEAN TRADE CENTERS BUT PROBABLY WOULD NOT BE EFFECTIVE IN THIS MAJOR MARKET SO FAR REMOVED FROM PROBABLY CENTRAL OFFICE OF CONTRACTOR.

2. POST WOULD BE PLEASED TO STUDY HE BENEFITS EXPECTED FROM NEW MPC PROPOSAL. HOWEVER, IT WOULD APPEAR MORE COSTLY WITH SUPERIMPOSING ON PRESENT COSTS THE ADDITIONAL EXPENSES OF CENTRAL MANAGEMENT AND TRAVEL REQUIRED. ALSO PROPOSED PLAN ELIMINATES FROM TTC THE SERVICES AND FLEXIBILITY OF EXCELLENT EXPERIENCED LOCAL MPC FIRMS THAT CONSISTENTLY BID SUBSTANTIALLY LOWER THAN THE TOKYO BRANCH OFFICES OF THE LARGE AMERICAN FIRMS BEING ASKED TO BID.

3. DRAFT SPECIFICATIONS FOR PROPOSED CONTRACT APPEAR UNCLASSIFIED

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BASICALLY ADEQUATE AND ACCEPTABLE. AIRMAILING A FEW SUGGESTIONS OF REVISED TERMINOLOGY AND ADDITIONS.

ANSFIELD

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
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